



Utah Division of Arts and Museums

Utah Arts Council and Office of Museum Services



Strategic Plan Outcomes 2007 – 2011



MISSION

The mission of the Division of Arts and Museums is to advance arts and museums in the State of Utah.

PURPOSES

1. The purpose of the Utah Arts Council is to advance the arts in all their phases.
2. The purpose of the Office of Museum Services is to promote Utah museums and the essential role they play in the state.

GOALS

1. Increase awareness and understanding of the public value of arts and culture.
2. Cultivate and formalize strategic partnerships.
3. Foster education, life-long participation, creativity, and technological innovation in arts and culture.
4. Invest in artists and communities by strengthening the arts and cultural infrastructure.
5. Improve access to opportunities and resources through communication networks.

IMPLEMENTATION OF GOALS

1. Increase awareness and understanding of the public value of arts and culture.

- A. Objective: *Communicate the economic and educational value of arts and culture in community building.*

Strategies:

- 1) Develop an effective strategic communications plan.
 - ✓ *Strategic communications plan written and implemented*
 - ✓ *2005-2010 Creative Vitality Indices completed and posted to web site and shared regularly with interested constituents*
- 2) Promote involvement and volunteerism statewide through agency-supported trainings, communications, and partnerships.
 - ✓ *Required partnerships as criteria with Creative Community Initiative and Change Leader Program goals*
- 3) Track how arts and culture contribute to the creative health of Utah's communities through the Creative Vitality Index.

- B. Objective: *Provide training, research and tools for advocacy.*

Strategies:

- 1) Conduct an annual statewide advocacy summit.
- 2) Design a web-based advocacy toolkit.
 - ✓ *Included a section on resources for arts advocacy in the Capacity Building Toolkit on web site with five key references for arts advocacy*
- 3) Design a web-based arts education advocacy toolkit that addresses arts education's unique authorizing environment.
 - ✓ *All arts education grantees wrote letters to their congressional and state legislators*
 - ✓ *1200 advocacy packets provided each year to Utah PTA's statewide convention*
 - ✓ *200 Ten Lessons the Arts Teach fliers to Utah Early Childhood Conference*
 - ✓ *Provided advocacy materials each year to UDEO, UAEA professional development conferences*

- C. Objective: Publicly recognize and reward artistic excellence through grants, awards, fellowships, commissions and acquisitions.

Strategies:

- 1) Enhance the artistic quality and organizational capacity of arts and cultural organizations through grants.

- ✓ *Provided statewide annual competition and exhibition and Fellowship Competition for visual artists*
 - ✓ *Provided OnStage funding to promote artistic excellence in the performing arts to communities across the state*
 - ✓ *Encouraged arts organizations and community groups to apply for grant funding to improve and sustain organizations and their unique programming*
- 2) Seek out opportunities to recognize excellence in all artistic disciplines through exhibitions, competitions, apprenticeships, and fellowships.
- ✓ *Coordinated an annual DesignArts competition and exhibition juried by prominent individuals in American design field featuring the work of top Utah designers*
 - ✓ *Managed the commissioning of 4.4 public art projects per year. The community-based selection committees for these projects have opened the competitive commission to artists from Utah and the United States.*
- 3) Provide artist in residency, arts education projects and teacher-initiated project grants to schools and community organizations.
- ✓ *Provided residencies and grants in 2007(80), 2008(673), 2009(73), 2010(57),2011(46)*
- D. *Objective:* Offer program services that preserve, present and perpetuate the broad range of art forms valued by diverse constituents.

Strategies:

- 1) Present Utah's unique artistic heritage through annual exhibits, concerts and other events.
- ✓ *Curated an annual exhibition for DesignArts by Utah designers and artists*
 - ✓ *Traveling Exhibit Program (TEP) curates new traveling exhibits regularly and recurates older exhibits to offer a fresh perspective to those who register every year*
- 2) Promote access to arts and culture through publications, recordings, lectures, web offerings and educational products.
- ✓ *Celebrated the 25th Anniversary of the Percent-for-Art Act of 1985 with the publication of "25 years of Public Art – A Great Beginning." This book features photographs and information on each public art work, the artist and the communities impacted with public art throughout the State*
 - ✓ *Published "Utah Masterpieces" commemorating the history of the Utah State Fine Art Collection (the Alice Collection) as well as a children's story about Alice Merrill Horne*
 - ✓ *Provided 19 traveling exhibitions that tour the state and are placed in schools, museums and civic buildings*
 - ✓ *Six new traveling exhibits and three recurated exhibits completed in past five years*

- ✓ *Provided lesson plans for each exhibit. These lesson plans are available to teachers and the general public on our web site*
 - ✓ *Posted a map on the web site with photographs and locations of every public art piece in the collection*
- 3) Perpetuate folk and traditional arts through the purchase, display, interpretation and conservation of objects in the State Arts Collection (Visual, Folk and Public).
 - ✓ *Inspected, conserved, maintained all works of art under the stewardship of the DA&M and display works of art at the State Capitol, State Office Buildings, Governor's Mansion, Chase Home Museum, Rio Grande Depot and Glendinning Home*
 - 4) Provided access to Utah's unique heritage and artists through exhibits, concerts, and events, with a broad range of topics, cultures and perspectives.

2. Cultivate and formalize strategic partnerships.

- A. *Objective:* Develop and sustain partnerships to integrate arts and culture into civic, political, educational, tourism, and economic policies.

Strategies:

- 1) Conduct training seminars throughout the state with constituents and community leaders to include arts and culture in community planning.
 - ✓ *Conducted a Local Arts Agency tour and training to help LAA's to build their infrastructure to provide re-granting opportunities in their own communities*
 - ✓ *Initiated and implemented the Change Leader Program with participants throughout the state that includes civic, political, tourism, arts and museum leaders*
 - ✓ *Established an ongoing partnership with Utah Presenters to better serve the needs of the performing arts community*
 - ✓ *Established partnerships with private companies and professional organizations interested advancing DesignArts, Visual Arts, Literary Arts, public art, performing arts and folk arts*
 - ✓ *Provided quarterly professional development seminars for visual artists*
 - ✓ *Public Art establishes partnerships with every agency receiving public art commissions. In some cases, these partnerships are enhanced with infusion of other funding, to add to the state public art funding*
- 2) Strengthen existing partnerships that provide financial compensation and recognition to arts and cultural organizations.
 - ✓ *Partnered with Saltgrass Printmakers, Hogle Zoo, State Fair, Springville Art Museum and the Utah Watercolor Society to curate traveling exhibits*
 - ✓ *Developed a definition of Local Arts Agency and form that defines the commitment of cities and counties to formally recognize the LAA in their area*

- 3) Develop key partnerships with public and private organizations that support arts education.
 - ✓ *Formalized partnerships with Artworks for Kids, State Office of Education, University of Utah Education Policy Center and Sorenson Legacy Foundation*
 - ✓ *Partnered with SL Gallery Association to promote Galley Stroll and with 15 Btyes, online artist newsletter*

3. Foster education, life-long participation, creativity, and technological innovation in arts and culture.

- A. *Objective:* Disseminate best practice information and supportive research about the importance of comprehensive arts education in schools.

Strategies:

- 1) Disseminate information including best practices and emerging models in arts education.
 - ✓ *Designed and implemented Status of Arts Education in Utah Survey and 4-state survey/comparison in collaboration with Idaho, Montana, and Wyoming through Westaf*
 - ✓ *Presented data and analysis to participants at 2010 MWAC and quarterly meeting of District Arts Coordinators*
 - ✓ *Publications posted on A&M website*
 - ✓ *Public Art commissioned public art works in communities from St. George to Logan, and from Tooele to Vernal with 130 installations. These commissions are in everyday public space and provide access to visual art to everyone*
- 2) Support arts education that is standards-based, comprehensive, sequential, and sustainable.
 - ✓ *1500 teachers and administrators received a total of 72,000 hours of credit toward recertification in 2006, 2007 and 2008*
- 3) Provide grants and training to community-based partnerships involving arts organizations, artists, and schools.
 - ✓ *Provided six annual fall workshops for grantees and additional workshops for Alpine(3), Nebo(5), Granite(3), Uintah(1), SLC(4).*
 - ✓ *Provided technical assistance for NEA and USDOE funding to Spy Hop Productions, Art Access/VSA Utah, Virginia Tanner Dance, SLC School District, Nebo District, Bad Dog Rediscovered America*

- B. *Objective:* Facilitate a strategic partnership between the Governor's office and the private sector to increase funding for arts education.

Strategies:

- 1) Advocate for increased funding for arts education programs.
 - ✓ *Assisted Artworks for Kids and Beverley Sorenson secure \$15.8 million for arts specialists in 59 schools, hiring of district arts coordinators, program evaluation and partnerships with universities*
- 2) Secure commitments from the private sector for arts education partnerships.
 - ✓ *Secured \$100,000 for two years to administer and manage BTS program*
 - ✓ *Secured \$50,000 for two years for new arts partners*

C. Objective: Increase and improve quality arts teaching.

Strategies:

- 1) Partner with institutions of higher education to develop web-based teaching and learning methods for teachers and students.
 - ✓ *TEP utilized with core curriculum outlined by the USOE on all lesson plans developed for schools*
- 2) Strengthen the arts teaching workforce (e.g. teaching artists, arts organizations, classroom teachers, and arts specialists through a juried roster of teaching artists and investments in training and curriculum.
 - ✓ *Held quarterly meetings of 35 District Arts Coordinators providing 3,360 hours of professional development*
 - ✓ *96 participants received 5,760 hours of professional development and 96 Comprehensive Guidance Plan Certificates of Completion and Compliance*
 - ✓ *Opened arts ed roster process to increase the number of available artists in all disciplines. Added 4 visual artists, 1 multidisciplinary, 2 musicians, and 1 literary artist to the roster.*
 - ✓ *Arts education roster transferred to NowPlayingUtah.com with links to DA&M web site. Since transfer in 2009, 86 of 136 roster artists have posted their information on NPU.*

D. Objective: Provide learning and participation opportunities in arts and culture to citizens of all ages, ethnicity and socio-economic standing.

Strategies:

- 1) Offer free performances and educational outreach through the Utah Performing Arts Tour.
 - ✓ *TEP has traveled over 20 high quality exhibits with professional art work across the entire state. We have reached over 50,000 people each year*
 - ✓ *Provide financial and technical support with the OnStage Utah program that includes educational outreach*

- ✓ *Provided access to high quality arts and cultural experiences to underserved communities through OnStage, arts education and folk arts programs*
 - 2) Encourage and support arts programs and services provided by public agencies.
 - ✓ *NowPlayingUtah.com implemented to promote arts and cultural activities and services across the state*
 - 3) Provide access to high quality arts and cultural experiences and instruction to underserved populations.
- E. Objective: Increase awareness of the role the arts play in creativity, innovation, and technological development.
- Strategies:*
- 1) Sponsor an annual conference featuring experts in the areas of creativity and technology.
 - ✓ *Sponsored an annual conference beginning in 2006 featuring experts in areas of creativity and technology*
 - 2) Sponsor and curate an annual exhibition of Utah designers to further the value of design innovation in and through technology.
 - ✓ *Curated and presented an annual exhibition of the work of Utah's top designers in the design field. These featured artists often use the most current technologies in the creation and fabrication of their designs*
 - 3) Sponsor conference for educators about arts education and technological innovation.
- F. Objective: Encourage the arts community to use current technology.

Strategies:

- 1) Provide digital and web-based applications, resources, and information.
 - ✓ *Secured funding for, developed and implemented digital and web based applications*
 - ✓ *Moved all grant applications and review to online grants system*
 - ✓ *Provided comprehensive on line applications including applications, final reports and budget forms for online submissions*
 - ✓ *Public art opportunities posted on web site in digital and pdf format for easy download. Technologies include virtual "fly-throughs" of the planned facility as well as access to plans, elevations and renderings in a variety of formats*
 - ✓ *Posted online resource toolkit on web site*

- ✓ *Built networks through LitOps, Change Leader Ning site, Design Arts and Public Arts facebook pages, Arts & Museums facebook and Twitter pages and Sales Force groups.*
- ✓ *Initiated 24-hours in Utah video film competition*

G. Objective: Identify industries that use both the arts and technology.

Strategies:

- 1) Develop and provide a web-based list of arts-based careers and employers using the arts and technological applications.

4. Invest in artists and communities by strengthening the arts and cultural infrastructure.

A. Objective: Provide professional development and networking opportunities.

Strategies:

- 1) Conduct workshops, conferences, and retreats.
 - ✓ *Provided free grant writing workshops including basic grant writing skills and an in-depth training on the grant programs and opportunities*
 - ✓ *Initiated and implemented a 4-component professional development program, the Change Leader Program, to address leadership in the arts, economic development partnerships and networking needs*
 - ✓ *Distributed compendium index and we address to DAC leadership, representing 41 school districts.*
 - ✓ *Conducted quarterly workshops that address the needs of performing arts organizations and artists*
 - ✓ *Host annual meeting of public art coordinators from across the state at annual MWAC conference*
- 2) Develop a web-based resource of latest press, research, bibliography and best practices.
 - ✓ *Edited and compiled national arts education research compendium for web site*
 - ✓ *Implemented Arts Education Survey and 4-state comparative study for posting on web site*
 - ✓ *Developed and published an online resource center for best practices and resources, the Capacity Building Toolkit.*
- 3) Maintain a current, cost-effective, comprehensive resource center accessible to any interested artist, administrator, educator, or resident.
 - ✓ *All educational materials, and resources are available to constituents on web site*

- 4) Support local efforts to develop arts programs, facilities, and funding strategies by providing technical assistance and information.
 - ✓ *Provided seminars on fundraising and grant writing to develop skills needed by arts administrators and artists*

B. *Objective:* Promote the development of multi-purpose cultural facilities.

Strategies:

- 1) Encourage local leadership to work together to create multi-purpose cultural facilities.

5. Improve access to opportunities and resources through efficient delivery of services.

A. *Objective:* Provide access to services and resources through communication networks.

Strategies:

- 1) Provide statewide arts and cultural events calendar and database of artists, arts and cultural organizations, and partners.
 - ✓ *Formed partnership with SL County ZAP and SL Convention & Visitors Bureau and launched NowPlayingUtah.com website in 2007*
 - ✓ *Required all grant recipients to use NPU and list their organization and events on NPU's web site*
- 2) Promote access to arts and culture through publications, communication networks, recordings, lectures, web offerings, and educational products.
 - ✓ *Created a Ning site for networking and communication of events, information and current issues for Change Leaders*
 - ✓ *Posted Bite Size Poems by Utah poets on NowPlayingUtah.com and YouTube each month*
- 3) Make available online images and biographical information of artists and artwork in the State Art Collection.
- 4) Implement new technologies to provide interactive and distance learning opportunities.
 - ✓ *Provide statewide distance learning and workshops to museums through a partnership with USU RCDE program.*
 - ✓ *Created panel review opportunities for online grants management and online class participation*
 - ✓ *TEP makes exhibit information, downloadable images and press releases available through the web site, and promotes exhibits at the Utah Arts Educators Association annual conference so educators are aware of our resources*

Updated 5/4/11